

**From:** byacoubianresearch@gmail.com  
**To:** "William L. Gibbons (wgibbons)" <wgibbons@memphis.edu>  
**Date:** 4/10/2018 5:43:48 PM  
**Subject:** Second Wave of Nationwide Survey of Top Executives of Non-Profit Institutions & Organizations

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Dear fundraising executive,

According to Giving USA, charitable giving in the U.S. reached almost \$400 billion in 2016, of which \$275 billion were raised by non-profit organizations. While educational and healthcare institutions reportedly raised the lion's share of the total, social service organizations were quite successful in increasing their fundraising in 2016 as well.

Increased use of digital communication by non-profit organizations is thought to have contributed to improved fundraising. **However, the impact of utilizing digital communication by non-profits has not been scientifically documented through reliable studies.**

**Yacoubian Research**, a market research company founded in 1976, is conducting a nationwide study among top executives of non-profit organizations to assess the impact of using digital communication in fundraising, **particularly for planned giving and major donations.**

From a nationwide list of more than one million non-profit organizations, Yacoubian Research selected approximately 10,000 organizations to participate in this important study. Your non-profit organization was among the 10,000 selected **at random**. This survey is best answered by someone in charge of major gifts and planned giving for their organization. If you think another executive in your organization should respond, please forward this email to him or her. Please respond within the **next 10 days**.

As a token of our appreciation, Yacoubian Research will select 10 survey respondents at random whose **organizations will receive \$100 each for completing the survey**. In addition, all respondents will receive a brief summary of the survey's major findings.

The survey is anonymous and will take about 10 minutes to complete.

**To access and respond to the survey, please click on the following URL:**

<http://app.keysurvey.com/f/1165290/9b7e875239d7f1e8/>

If you need assistance with the survey, please contact us at

Thank you,

**Berje K. Yacoubian, President**

Yacoubian Research  
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To opt out: [Remove from list](#)

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